



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

CONTRACT

<u>Contract / Revision</u> 938061 /		<u>Alt Order #</u> 06258244
<u>Product</u> CROSSROADS GPS 30S		
<u>Contract Dates</u> 07/31/12 - 08/06/12		<u>Estimate #</u> 862
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/02/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLWT	08/03/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$1,000.00			
D 2	WLWT	08/03/12	08/03/12	Late News Olympics	Late News		:30			NM	0	\$0.00
3	WLWT	08/03/12	08/03/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$625.00			
4	WLWT	08/03/12	08/03/12	5-6a news	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$150.00			
5	WLWT	08/03/12	08/03/12	6-630p M-F news	6-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$1,200.00			
6	WLWT	08/03/12	08/03/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$3,000.00			
D 7	WLWT	08/06/12	08/06/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	0	\$0.00
D 8	WLWT	08/06/12	08/06/12	Late News Olympics	Late News		:30			NM	0	\$0.00
D 9	WLWT	08/06/12	08/06/12	5-530p M-F news	5-530p		:30			NM	0	\$0.00
D 10	WLWT	08/06/12	08/06/12	5-6a news	5-6a		:30			NM	0	\$0.00
D 11	WLWT	08/06/12	08/06/12	6-630p M-F news	6-630p		:30			NM	0	\$0.00
D 12	WLWT	08/06/12	08/06/12	NBC Today Show	7-9a		:30			NM	0	\$0.00
D 13	WLWT	08/06/12	08/06/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	0	\$0.00
D 14	WLWT	08/04/12	08/04/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	0	\$0.00
D 15	WLWT	08/05/12	08/05/12	Late News Olympics	Late News		:30			NM	0	\$0.00
16	WLWT	08/02/12	08/02/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$1,000.00			
17	WLWT	08/02/12	08/02/12	Late News Olympics	Late News		:30			NM	1	\$3,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
938061 /	06258244

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/31/12 - 08/06/12	CROSSROADS GPS 30	862

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$3,000.00			
18	WLWT	08/02/12	08/02/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$625.00			
19	WLWT	08/02/12	08/02/12	5-6a news	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$150.00			
20	WLWT	08/02/12	08/02/12	6-630p M-F news	6-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$1,200.00			
21	WLWT	08/02/12	08/02/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$3,000.00			
22	WLWT	08/02/12	08/02/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$12,000.00			
D 23	WLWT	07/31/12	07/31/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	0	\$0.00
D 24	WLWT	07/31/12	07/31/12	Late News Olympics	Late News		:30			NM	0	\$0.00
D 26	WLWT	07/31/12	07/31/12	5-6a news	5-6a		:30			NM	0	\$0.00
D 27	WLWT	07/31/12	07/31/12	6-630p M-F news	6-630p		:30			NM	0	\$0.00
D 28	WLWT	07/31/12	07/31/12	NBC Today Show	7-9a		:30			NM	0	\$0.00
D 29	WLWT	08/01/12	08/01/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	0	\$0.00
30	WLWT	08/01/12	08/01/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$1,000.00			
31	WLWT	08/01/12	08/01/12	Late News Olympics	Late News		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$3,000.00			
32	WLWT	08/01/12	08/01/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$625.00			
33	WLWT	08/01/12	08/01/12	5-6a news	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$150.00			
34	WLWT	08/01/12	08/01/12	6-630p M-F news	6-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$1,200.00			
35	WLWT	08/01/12	08/01/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$3,000.00			
36	WLWT	08/02/12	08/02/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---T---				1	\$3,000.00			
37	WLWT	08/01/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$1,000.00			

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<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 38	WLWT	08/06/12	08/06/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	0	\$0.00
39	WLWT	08/01/12	08/01/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--W----				1	\$12,000.00			
N 40	WLWT	08/03/12	08/03/12	OLYMPIC ZONE	OLYMPIC ZONE		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				2	\$3,000.00			
N 41	WLWT	08/03/12	08/03/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				2	\$12,000.00			
N 42	WLWT	08/03/12	08/03/12	5-6a news	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$150.00			
N 43	WLWT	08/03/12	08/03/12	5-530p M-F news	5-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$650.00			
N 44	WLWT	08/03/12	08/03/12	NBC Today Show	7-9a		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				2	\$3,000.00			
N 45	WLWT	08/03/12	08/03/12	6-630p M-F news	6-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$1,200.00			
N 46	WLWT	08/03/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	2	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				2	\$975.00			
Totals											36	\$95,875.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/03/12	36	\$95,875.00	\$81,493.75
Totals	36	\$95,875.00	\$81,493.75

Signature: _____ Date: _____

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